Your Student's Head Start on Career Goals and College Aspirations
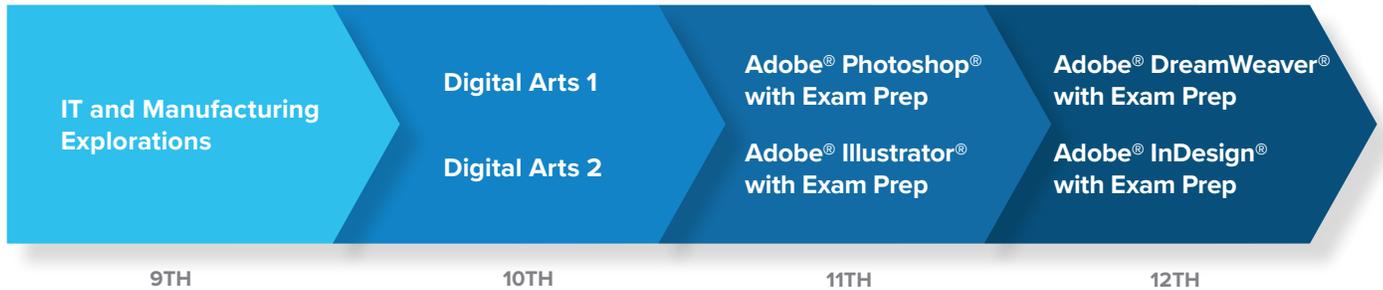
INFORMATION TECHNOLOGY (IT) WEB AND DIGITAL COMMUNICATIONS PATHWAY

The Destinations **Web and Digital Communications Pathway** prepares students to design, build, or maintain websites and applications; design graphics and animations; and develop design layouts.

SAMPLE COURSE PROGRESSION

4-YEAR PLAN

9TH	10TH	11TH	12TH
IT and Manufacturing Explorations	Digital Arts 1 / Digital Arts 2	Adobe® Photoshop® with Exam Prep / Adobe® Illustrator® with Exam Prep	Adobe® DreamWeaver® with Exam Prep / Adobe® InDesign® with Exam Prep

3-YEAR PLAN*

9TH	10TH	11TH	12TH
	IT and Manufacturing Explorations / Digital Arts 1	Digital Arts 2 / Adobe® Photoshop® with Exam Prep	Adobe® DreamWeaver® with Exam Prep / Adobe® InDesign® with Exam Prep

Possible Careers

- Webmaster
- Web Designer
- Web Developer
- Digital Media Specialist
- Multimedia Producer
- Multimedia Artist and Animator
- 3D Animator
- Digital Artist
- Graphic Designer

Industry-Recognized Credentials

Destinations programs prepare students for the:

- National Occupational Competency Testing Institute Web Design Exam
- Adobe Certified Associate (ACA) certifications

Success Beyond High School

Destinations graduates may pursue:

- Graphic design certificate
- Associate's degree in graphic communications
- Bachelor's degree in visual and performing arts

DID YOU KNOW?**

GRAPHIC DESIGNERS CAN EARN

$44,150/YR

7% JOB GROWTH EXPECTED BY 2022

MULTIMEDIA ARTISTS CAN EARN

$61,370/YR

6% JOB GROWTH EXPECTED BY 2022

*Program may be accelerated depending on student goals and abilities and course availability. **Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014–15 Edition*.

COURSE DESCRIPTIONS

IT AND MANUFACTURING EXPLORATIONS

This course is designed as an exploration of two career clusters. Students receive an introduction to these fields so they can better assess which pathway to pursue. The first half of the course provides a comprehensive introduction to the essentials of web design, from planning page layouts to publishing a complete site to the web. Students learn how to use HTML to design their own web pages. The course covers basic HTML tags for formatting text as well as more advanced tags. Through real-world design scenarios and hands-on projects, students create compelling, usable websites using the latest suite of free tools. The second half of the course has an introduction to engineering and to advanced manufacturing.

DIGITAL ARTS 1

In this exploratory course, students learn the elements and principles of design as well as foundational concepts of visual communication. While surveying a variety of media and art, students use image editing, animation, and digital drawing to put into practice the art principles they've learned. They explore career opportunities in the design, production, display, and presentation of digital artwork. They respond to the artwork of others and learn how to combine artistic elements to create finished pieces that effectively communicate their ideas.

DIGITAL ARTS 2

Students build on the skills and concepts they learned in Digital Arts 1 as they develop their vocabulary of digital design elements. By the end of the course, students will have created a collection of digital art projects for their digital design portfolio.

ADOBE® PHOTOSHOP® WITH EXAM PREP

This course provides a solid foundation for students to learn cutting edge technology for sophisticated digital editing. Students progress from basic to advanced Photoshop® techniques and learn not only the how, but also the why, behind each Photoshop® tool to help students excel at design as well as master the software. This course prepares students for the Adobe Certified Associate certification exam.

ADOBE® ILLUSTRATOR® WITH EXAM PREP

This course provides students in-depth exploration in all areas of Adobe® Illustrator®. Beginning with fundamental concepts and progressing to the software's full set of features, this course allows students to build a portfolio by completing projects that explore and express their unique creative talents. This course prepares students for the Adobe Certified Associate certification exam.

ADOBE® DREAMWEAVER® WITH EXAM PREP

This course helps students master the industry-standard web development software by emphasizing all aspects of Dreamweaver® such as its interface, features, and functionality. The course includes hands-on projects and real-world case studies to help students hone their skills and appreciate their professional relevance. The course explores cutting-edge web standards and design trends that can serve students well throughout their careers. This course prepares students for the Adobe Certified Associate certification exam.

ADOBE® INDESIGN® WITH EXAM PREP

This course provides students with an in-depth exploration of Adobe® InDesign®, the industry standard for page layout software. This course covers fundamental concepts, starting with the workspace, and proceeds logically and intuitively to more advanced topics. Students learn how to work in InDesign® using either Mac or PC platforms, and the course includes extensive coverage of Creative Cloud features. This course prepares students for the Adobe Certified Associate certification exam.